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The store-sales to-day that are uninfluenced, directly or indirectly, by store-adsvertising will not have amounted to ten per cent. of the total business of the day. By the direct influence of advertising is meant the sales of articles specifically advertised. By the indirect influence of advertising is meant the articles sold that are not specifically advertised, but are displayed to the customers who are drawn to the store by THE ADVERTISED ARTICLES. In the latter case, as surely as to the first, the advertising must be credited with the sale.

Observant merchants know that this is true. They should gain courage from the knowledge to strengthen their advertising campaign to the point of matching their store-hopes and plans.

Want Ads Cent a Word.

A WOMAN'S ENCHANTMENT

By William Le Queux

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(Continued.)

"Through her you lost the oil concession of course?"

"Yes—and through her—" he sighed. But did not complete his sentence. I noticed that the corners of his mouth hardened at some bitter recollection.

"Well," I asked.

"Nothing. Nothing, my dear Phil," and he seemed to swallow a lump that had risen in his throat. "Soutso wanted to get rid of her from Roumania."

I said with the strange smile, and apparently he has succeeded."

At that moment George Cunliffe, a clever up to date journalist, I knew, came up in evening dress, evidently to dine at the hotel, and I rose to chat with him upon a business matter.

Granny, hearing us talk business, strolled discreetly away along the pavement to where stood the outside porter. I noticed he spoke to the man, who replied, touching his cap at the same time. Granny Gough was well known and popular on account of his disbursement of tips.

A few minutes later, when Cunliffe had entered the hotel, we resumed ourselves, and I again referred to the handsome, well dressed woman who had called for Garshore. But he told me plainly that he did not wish to discuss her. Had it not been for her existence the concession would never have been granted to the man who had hatched a shabby trick.

We talked of dainty little Myra. I had to cheer him, but he declared frankly that his future was now hopeless.

Like many other girls, she admired and loved him because she knew that once his wife, her position and influence would be assured. She, who lived that quiet, uneventful country life in Yorkshire, had day dreams of travel to America, Japan and India, of gaiety in the European capitals, and the love of a man who knew the world so well, and yet who preferred her to all the hundreds of women he had met.

I knew her, and knew too well how entirely devoted she was to him. He, on his part, declared that when she knew the ugly truth concerning him she would at once abandon him. Yet, somehow, I did not believe that. Her love for him was too deep and true.

For a long time after talking of her, we said nothing. Yet as noon came, contemplating going to her and making a clean breast of it. But from that time at least for the present—I had dissuaded him.

I was thinking over my own love romance, one that was known to myself alone. I had never loved any woman upon my sleeve, but in my thirty-three years of life I had not passed through this world with unscathed. My own love had, alas! been the cause of all my erratic wanderings. When abroad in my loneliness I longed for London, the whirl of the motor buses and the smell of the Strand. Yet as noon as I returned there fell upon me a crowd of recollections, of bright, happy days not so very long ago—days when I had foolishly believed that happiness was the woman I loved was within my grasp.

Ah! Perfect love combined with peace is a will-o'-the-wisp to most men, and women, too. Those who read this curious chronicle of man's craftiness and women's affection know well how to themselves peace and love. I have approached so very near that perhaps for a day, for a week, or for a year they have actually gained it, and then, alas! in a single instant it has left them, never to return.

I was no exception to the rule. I had loved and loved well—but had lost. And now I had grown cynical, bitter and down-weary. Such a mood as this had drawn me toward Granny Gough. We had both been equally unfortunate, both cosmopolitan and both men of the world.

We dined together in the grillroom, spent an hour in the Tivoli, that popular music hall in the Strand, and at eleven he walked with me to the door of Talbot House, in St. Martin's lane, where I lived. I had wished him good-night and grasped his hand when suddenly he said:

"I may have left London by to-morrow morning, Phil."

"Let's! Why you've only just returned. Why are you off so quickly?"

He regarded me with a rather curious look, I thought.

"I may not go, of course," he said. "But if I have gone you won't be surprised."

"Here are you going?"

"That's just what I don't know."

"But look here, Granny," I said. "What's at the back of your mind? Just be open with me. Are you going up to Yorkshire after all?"

He was silent, and I realized that such was his intention.

"Come upstairs and have another drink," I said. "And don't you be a fool. You're not yourself to-night."

And, entering, he followed me into the lift, and afterward into my tiny, but rather comfortable flat, of which, about one month in every twelve, I was tenant. The remainder of the time it was given over to old Mrs. Almond, the rheumatic-racked and bibulous landlady.

When we had ensconced ourselves in easy chairs and I had given him whisky and soda I tried once more to point out the ridiculousness of waiting. He listened to me with comment, seated there like a man in a dream. His kindly blue eyes were fixed straight before him at the "Vanity Fair" cartoon on the wall.

Since he had encountered that woman, Lydia Popescu, he had somehow become a changed man.

His manner was distinctly mysterious. I, who knew him well in all his moods and was aware of his continuous up-and-downs consequent upon an adventurer's existence, had never witnessed such a change in him.

The iron of misfortune seemed to have entered his soul, and at the same time his whole being seemed stirred by some strong impulse. He had lost all, I reflected. Was it the spirit of revenge?

When he spoke his words were full of biting sarcasm. I went into the kitchen to obtain a glass of whisky and soda water, and while I had gone I heard him pacing up and down my small sitting room.

Then we had a final drink, and at last he rose to go.

"Well, Phil, good-bye, old chap! If I should be gone in the morning I'll wire you an address. I shall probably go to Germany or Austria. It's warm for the south. S'okom! And he laughed, for, instinct that he was using occasionally the farewell in the Servian tongue.

Next morning at half-past 9, Mrs. Almond having made my tea and prepared my breakfast, I set down with the morning paper over before me. A startling headline struck my eyes, and I read eagerly, with bated breath.

A horrible truth was printed there—a truth that was astounding, incredible! I rose, rushed down into the street, jumped into a cab and drove in frantic haste to the Hotel Cecil.

The valet opened Granny's door with his key.

The bed, I saw, had not been slept in.

"Mr. Gough didn't return last night, sir," exclaimed the man.

With the copy of the newspaper in my pocket I descended the stairs, and went out into the sunny courtyard utterly staggered.

What I had read there was beyond belief!

CHAPTER III.

Reveals Some Amazing Facts.

At the kiosk at the door of the Cecil, I bought several other papers, and, seating myself in the same cab, I drove in which I had sat with Granny on the previous evening, opened and glanced at them, one after the other, until I had read there was beyond belief!

What I read was practically the same in each—a report evidently supplied by the Central News.

I sat staring into space, utterly dumb-founded. Suddenly I caught sight of the same porter who had spoken to Garshore when the dark-haired woman had called for him.

Rising, I went across and said:

"You recollect last night a lady, driving up in a cab, was in an opera cloak. A gentleman joined her and gave you an address to tell the ladyman about dinner time."

The man thought for a few seconds, then, looking straight at me, said:

"You were sitting here at the time with Mr. Gough, were you, sir?"

"Yes—so you know Mr. Gough, eh?"

Here, sir, was the man's reply. "What causes me to recollect was that he came to me afterward and asked what address the gentleman had given."

"Did he ask you that?" I guessed.

"Yes, sir," and I told him. The cabman was ordered to drive to 1274, Redcliffe Gardens—out at West Brompton.

"Did you notice the gentleman return?"

"Well—I think so, sir. I believe he came in about half-past 11. But I can't say for certain. You see, we let perhaps 500 people in and out between 10 and 12."

"And returning within the hotel inquired of the smart reception clerk if Mr. Ralph Garshore was staying there."

"He was staying here, but he left this morning."

"You haven't any idea where he's gone, I suppose?"

The reception clerk eyed me keenly, and after a moment's hesitation said:

"Well—if you leave a letter it will be sent on to him—providing he's left an address."

That was all the satisfaction I could obtain.

Therefore I returned to the courtyard, and again studied the extraordinary newspaper report.

It read as follows:

The Central News states that the Metropolitan police are today engaged in endeavoring to unravel what seems to have been a most extraordinary and sensational crime. At half-past 11, this morning a constable, on his beat in Redcliffe Gardens, West Brompton, noticed the door of a house slightly ajar, and there was no light in the hall and the house seemed to be in darkness. Suspecting that burglars had visited the place, he entered in order to alarm the inmates. His intention was that the thieves had opened the door with a latchkey, but feared to close it again lest they might awaken some one within.

"In the hall a woman's white feather boa was lying upon the ground, but beyond that there appeared to be nothing unusual. The front room, on the ground floor was a well furnished dining room upon the sideboard of which the plate was arranged. A heavy ornament had been taken from the mantelpiece and hurled across the room, while one of the big plush curtains across the window had been torn down and lay in a heap."

"The constable ran in alarm to the door and blew his whistle. In a few moments two of his companions were upon the scene, and they returned to the room, where, beneath the fallen curtain, a lady was lying dead."

The body of a strikingly handsome dark-haired woman of distinctly foreign appearance. She was in a black evening dress, trimmed with white, but though she was lifeless, there was no external sign of injury."

The Press Association, in another account stated: "The police are convinced that the unfortunate lady had been assassinated, and that a frantic struggle must have ensued before she fell lifeless. Curiously enough, there was no other occupant of the house, and there are several remarkable features in the case which tend to show that the murder, however it was accomplished, had been very ingeniously planned."

Each journal added a note stating that the report was received on the eve of going to press, therefore no opportunity had been afforded to its representatives to make independent inquiries.

For a few moments I sat reflecting. Could it be possible that this foreign woman, with dark hair, who wore the black evening gown trimmed with silver, now dead, was actually Lydia Popescu?

She and Garshore had driven together to Redcliffe Gardens. That was already established. Garshore had gone—fled from London.

Where was he? Where was he? He had not yet returned!

In a flash, his hatred of the woman returned to me. I recollected every word he had used, and also his sudden silence concerning her. By her influence over the minister in Bucharest, he had lost the petroleum concession and been ruined.

I felt impelled to probe the mystery further. That a terrible tragedy had occurred was certain. But in what way had it been accomplished? Suspicion rested upon both—upon Garshore as friend of the woman and as having been in the company that night, and upon Granny Gough, because of his violent hatred of her. And further, both men had disappeared.

Was the idea in Granny's mind when he had spoken to me of leaving London? His words were, I now remembered, full of mystery.

He might go anywhere, to Germany or Austria, and he had urged me not to wonder if he disappeared. Was not that the very curious circumstance? Did it not look very suspicious, as though he had in his mind some sinister intention?

Suddenly I recollected my old friend George Cunliffe, the man with whom I had spoken there on the previous evening and whose presence had given me an opportunity of ascertaining Lydia Popescu's address.

But was the dead woman really the same as Roumania? I had not yet established that fact.

My first meeting with Cunliffe had been in St. Petersburg six years ago. We were staying together at the Hotel de France. At that time he was acting as special correspondent of the Morning Post, describing the marriage of one of the grand dukes. But since then he had been attached to several journals in succession. He lived in chambers in Dane's Inn, opposite Clement Dane's Church in the Strand, and beneath the shadow of the law courts. Therefore I resolved to go and call upon him. A mystery of crime and a mystery of journalism. He was well known to many of the o-



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